<u>AMENDMENT OF THE CLAIMS</u>:

Please amend Claims 478, 490 and 499, and add new Claims 508-510 as follows:

Claims 1-477 (canceled)

Claim 478 (currently amended): A Web-based electronic commerce (EC) enabled shopping network configured to allow members of a consumer product management team and authorized parties to communicate directly with consumers shopping at EC-enabled Websites along the World Wide Web (WWW), said Web-based EC-enabled shopping network comprising:

a plurality of e-commerce enabled information servers configured to support a plurality of EC-enabled Websites selected from the group consisting of EC-enabled stores and EC-enabled online product catalogs, wherein each said EC-enabled Website includes a plurality of HTML-encoded pages containing one or more of images and text descriptions of consumer products;

a first Web-based subsystem configured to allow members of the <u>consumer</u> product management team for one or more consumer products, and/or authorized parties, to create and manage a consumer product information (CPI) link structure for each said consumer product,

wherein said CPI link structure comprises the following items:

(i) a unique product identifier assigned to said consumer product; and

(ii) a set of URLs for a plurality of consumer product information (CPI) resources located on the WWW;

a second Web-based subsystem configured to allow <u>said consumer</u> product management team members and/or authorized parties, associated with said consumer product, to create and deploy one or more Web-based Multi-Mode Virtual Kiosks (MMVKs) for said one or more consumer products, being installable in one or more of said HTML-encoded pages, and accessible by consumers using a Web browser;

wherein each said MMVK comprises (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW <u>infrastructure of the Internet</u> and including code specifying the unique product identifier assigned to said consumer product, and (ii) a MMVK tag embodying a unique URL that

references said computer-executable server-side component and embedded within at least one of said HTML-encoded pages located in said EC-enabled Websites; and

wherein each said MMVK has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu display mode for displaying a set of CPI resources;

a plurality of Web-based information servers operably connected to the ~~WWW~~ infrastructure of the Internet, storing and configured to serve said one or more advertising spots, said one or more promotional spots and said plurality of CPI resources to said Web browser, for display to the consumer through said plurality of independently programmable display modes of each said MMVK;

a second Internet-enabled information server storing and configured to serve a library of MMVK tags on the WWW, for each said consumer product, for which at least one said MMVK has been created and deployed and corresponding MMVK tag is ready for installation on one or more of said HTML-encoded pages;

wherein said second Internet-enabled information server is configured to allow said product management team members ~~and/or said authorized parties~~ to download and install at least one MMVK tag in at least one said HTML-encoded page located in at least one said EC-enabled Website;

wherein said set of URLs included with said CPI link structure for said consumer product specify the location of corresponding CPI resources stored on said Web-based information servers;

~~wherein said second Web-based subsystem is further configured to allow the product management team members and/or authorized parties to access said library and download one or more MMVK tags from said second Internet-enabled information server, for installation of said MMVK tags in at least one said HTML-encoded pages;~~

a third Web-based subsystem configured to allow the product management team members ~~and/or authorized parties~~ to independently program at least one of the advertising display mode of each MMVK with one or more advertising spots, and the promotional display mode of said MMVK with one or more promotional spots;

wherein said first Web-based subsystem is configured to allow said product management team members and/or authorized parties to independently program said CPI menu display mode of each said MMVK;

wherein the Web-browser of the consumer is configured to process said installed MMVK tag embedded within at least one said HTML-encoded page;

wherein said first Internet-enabled information server is configured to automatically execute the computer-executable server-side component corresponding to the installed MMVK tag and; and

wherein said first Internet-enabled information server is configured to generate and serve the corresponding MMVK to the Web browser, for display by the Web browser and review by the consumer at the EC-enabled Website.

Claim 479 (previously presented): The Web-based EC-enabled shopping network of Claim 478, wherein, for each MMVK created and deployed for one said consumer product, the computer-executable server-side component associated with the MMVK comprises said unique product identifier assigned to the consumer product.

Claim 480 (previously presented): The Web-based EC-enabled shopping network of Claim 478, wherein, for each MMVK created and deployed for one said consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 481 (previously presented): The Web-based EC-enabled shopping network of Claim 478, wherein said CPI link structure further comprises, for each consumer product,

(iii) a Trademark (TM) assigned to said consumer product;

(iv) a Product Descriptor (PD) associated with said consumer product; and

(v) a set of display attributes associated with each CPI resource in said CPI link structure.

Claim 482 (previously presented): Web-based EC-enabled shopping network of Claim 478, wherein said set of CPI resources are selected from the group consisting of product videos,

audio files, product images, product specifications, product advertisements, and product promotions.

Claim 483 (previously presented): The Web-based EC-enabled shopping network of claim 478, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 484 (previously presented): The Web-based EC-enabled shopping network of claim 481, which further comprises a supply-chain information management system configured to import said unique product identifier, said TM and said PD associated with each said CPI link structure, into a database supported on said Web-based EC-enabled shopping network.

Claims 485-487 (canceled)

Claim 488 (previously presented): The Web-based EC-enabled shopping network of Claim 478, wherein said unique product identifier is a Universal Product Number.

Claim 489 (previously presented): The Web-based EC-enabled shopping network of Claim 488, wherein said Universal Product Number is selected for the group consisting of a UPC number and a UPC/EAN number.

Claim 490 (currently amended): A Web-based electronic commerce (EC) enabled shopping network configured to allow members of a consumer product management team and authorized parties to communicate directly with consumers shopping at EC-enabled Websites along the World Wide Web (WWW), said Web-based EC-enabled shopping network comprising:

a plurality of e-commerce enabled information servers configured to support a plurality of EC-enabled Websites selected from the group consisting of EC-enabled stores and EC-enabled online product catalogs, wherein each said EC-enabled Website includes a plurality of HTML-encoded pages containing one or more of images and text descriptions of consumer products;

a first Web-based subsystem configured to allow members of the <u>consumer</u> product management team for one or more consumer products, ~~and/or authorized parties,~~ to create and manage a consumer product information (CPI) link structure for each said consumer product,

wherein said CPI link structure comprises the following items:

(i) a unique product identifier assigned to said consumer product; and

(ii) a set of URLs for a plurality of consumer product information (CPI) resources located on the WWW;

a second Web-based subsystem configured to allow <u>consumer</u> product management team members ~~and/or authorized parties,~~ associated with said consumer product, to create and deploy one or more Web-based Multi-Mode Virtual Kiosks (MMVKs) for said one or more consumer products, and being installable in one or more of said HTML-encoded pages, and accessible by consumers using a Web browser;

wherein each said MMVK comprises (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the ~~WWW~~ <u>infrastructure of the Internet</u> and including code specifying the unique product identifier assigned to said consumer product, and (ii) a MMVK tag embodying a unique URL that references said computer-executable server-side component and embedded within at least one of said HTML-encoded pages located in said EC-enabled Websites; and

wherein each said MMVK has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu display mode for displaying a set of CPI resources;

a plurality of Web-based information servers operably connected to the ~~WWW~~ <u>infrastructure of the Internet</u>, storing and configured to serve said one or more advertising spots, said one or more promotional spots and said plurality of CPI resources to said Web browser, for display to the consumer through said plurality of independently programmable display modes of each said MMVK;

a second Internet-enabled information server storing and configured to serve a library of MMVK tags on the WWW, for each said consumer product, for which at least one said MMVK

has been created and deployed and corresponding MMVK tag is ready for installation on one or more of said HTML-encoded pages;

wherein said set of URLs included with said CPI link structure for said consumer product specify the location of corresponding CPI resources stored on one or more of said plurality of Web-based information servers;

wherein said first Web-based subsystem is configured to allow said product management team members ~~and/or authorized parties~~ to independently program said CPI menu display mode of each said MMVK;

a ~~second~~ third Web-based subsystem configured to allow the product management team members ~~and/or authorized parties~~ to independently program at least one of the advertising display mode of each MMVK with one or more advertising spots, and the promotional display mode of said MMVK with one or more promotional spots;

wherein the Web-browser of the consumer is configured to process said installed MMVK tag embedded within at least one said HTML-encoded page;

wherein said first Internet-enabled information server is configured to automatically execute the computer-executable server-side component corresponding to the installed MMVK tag and; and

wherein said first Internet-enabled information server is configured to generate and serve the corresponding MMVK to the Web browser, for display by the Web browser and review by the consumer at the EC-enabled Website.

Claim 491 (previously presented): The Web-based EC-enabled shopping network of Claim 490, wherein, for each MMVK created and deployed for one said consumer product, the computer-executable server-side component associated with the MMVK comprises said unique product identifier assigned to the consumer product.

Claim 492 (previously presented): The Web-based EC-enabled shopping network of Claim 490, wherein, for each MMVK created and deployed for one said consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 493 (previously presented): The Web-based EC-enabled shopping network of Claim 490, wherein said CPI link structure further comprises, for each said consumer product,

(iii) a Trademark (TM) assigned to said consumer product;

(iv) a Product Descriptor (PD) associated with said consumer product; and

(v) a set of display attributes associated with each CPI resource in said CPI link structure.

Claim 494 (previously presented): Web-based EC-enabled shopping network of Claim 490, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 495 (previously presented): The Web-based EC-enabled shopping network of claim 490, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 496 (previously presented): The Web-based EC-enabled shopping network of claim 493, which further comprises a supply-chain information management system configured to import said unique product identifier, said TM and said PD associated with each said CPI link structure, into a database supported on said Web-based EC-enabled shopping network.

Claim 497 (previously presented): The Web-based EC-enabled shopping network of Claim 490, wherein said unique product identifier is a Universal Product Number.

Claim 498 (previously presented): The Web-based EC-enabled shopping network of Claim 497, wherein said Universal Product Number is selected for the group consisting of a UPC number and a UPC/EAN number.

Claim 499 (currently amended): A Web-based electronic commerce (EC) enabled shopping network configured to allow members of a consumer product management team ~~and authorized~~

parties to communicate directly with consumers shopping at EC-enabled Websites along the World Wide Web (WWW), said Web-based EC-enabled shopping network comprising:

an e-commerce enabled information server configured to support an EC-enabled Website selected, including a plurality of HTML-encoded pages containing one or more of images and text descriptions of consumer products;

a first Web-based subsystem configured to allow members of the consumer product management team for one or more consumer products, and/or authorized parties, to create and manage a consumer product information (CPI) link structure for each said consumer product,

wherein said CPI link structure comprises the following items:

(i) a unique product identifier assigned to said consumer product; and

(ii) a set of URLs for a plurality of consumer product information (CPI) resources located on the WWW;

a second Web-based subsystem configured to allow consumer product management team members and/or authorized parties, associated with said consumer product, to create and deploy one or more Web-based Multi-Mode Virtual Kiosks (MMVKs) for said one or more consumer products, and being installable in one or more of said HTML-encoded pages, and accessible by consumers using a Web browser;

wherein each said MMVK comprises (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW infrastructure of the Internet and including code specifying the unique product identifier assigned to said consumer product, and (ii) a MMVK tag embodying a unique URL that references said computer-executable server-side component and embedded within at least one of said HTML-encoded pages; and

wherein each said MMVK has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu display mode for displaying a set of CPI resources;

a plurality of Web-based information servers operably connected to the WWW infrastructure of the Internet, storing and configured to serve said one or more advertising spots, said one or more promotional spots and said plurality of CPI resources to said Web browser, for

display to the consumer through said plurality of independently programmable display modes of each said MMVK;

a second Internet-enabled information server storing and configured to serve a library of MMVK tags on the ~~WWW~~ infrastructure of the Internet, for each said consumer product, for which at least one said MMVK has been created and deployed and corresponding MMVK tag is ready for installation on one or more of said HTML-encoded pages;

wherein said set of URLs included with said CPI link structure for said consumer product specify the location of corresponding CPI resources stored on one or more of said plurality of Web-based information servers;

wherein said first Web-based subsystem is configured to allow said <u>consumer</u> product management team members ~~and/or authorized parties~~ to independently program said CPI menu display mode of each said MMVK;

a ~~second~~ <u>third</u> Web-based subsystem configured to allow the product management team members ~~and/or authorized parties~~ to independently program at least one of the advertising display mode of each MMVK with one or more advertising spots, and the promotional display mode of said MMVK with one or more promotional spots;

wherein the Web-browser of the consumer is configured to process said installed MMVK tag embedded within at least one said HTML-encoded page;

wherein said first Internet-enabled information server is configured to automatically execute the computer-executable server-side component corresponding to the installed MMVK tag and; and

wherein said first Internet-enabled information server is configured to generate and serve the corresponding MMVK to the Web browser, for display by the Web browser and review by the consumer at said EC-enabled Website.

Claim 500 (previously presented): The Web-based EC-enabled shopping network of Claim 499, wherein, for each MMVK created and deployed for one said consumer product, the computer-executable server-side component associated with the MMVK comprises said unique product identifier assigned to the consumer product.

Claim 501 (previously presented): The Web-based EC-enabled shopping network of Claim 499, wherein, for each MMVK created and deployed for one said consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 502 (previously presented): The Web-based EC-enabled shopping network of Claim 490, wherein said CPI link structure further comprises, for each said consumer product,

(iii) a Trademark (TM) assigned to said consumer product;

(iv) a Product Descriptor (PD) associated with said consumer product; and

(v) a set of display attributes associated with each CPI resource in said CPI link structure.

Claim 503 (previously presented): Web-based EC-enabled shopping network of Claim 499, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 504 (previously presented): The Web-based EC-enabled shopping network of claim 499, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 505 (previously presented): The Web-based EC-enabled shopping network of claim 502, which further comprises a supply-chain information management system configured to import said unique product identifier, said TM and said PD associated with each said CPI link structure, into a database supported on said Web-based EC-enabled shopping network.

Claim 506 (previously presented): The Web-based EC-enabled shopping network of Claim 499, wherein said unique product identifier is a Universal Product Number.

Claim 507 (previously presented): The Web-based EC-enabled shopping network of Claim 506, wherein said Universal Product Number is selected for the group consisting of a UPC number and a UPC/EAN number.

Claim 508 (new): The Web-based EC-enabled shopping network of Claim 478, wherein said consumer product management team members include one or more authorized parties.

Claim 509 (new): The Web-based EC-enabled shopping network of Claim 490, wherein said consumer product management team members include one or more authorized parties.

Claim 510 (new): The Web-based EC-enabled shopping network of Claim 499, wherein said consumer product management team members include one or more authorized parties.